

CAMBRIDGE BOWLING SAMPLING PROGRAM

BACKGROUND

Cambridge Bowling is a national grassroots sampling program with 800 bowling centers in 40 markets participating from September 25 - October 22, 1989. The Cambridge Bowling Program has two major components. The first is a national "grassroots" tournament, open to all amateur male and female league bowlers at participating BPAA (Bowling Proprietors' Association of America) bowling centers. The second is the creation of the Cambridge Mixed Doubles, a new \$200,000 event that will be an official Tour stop for both the PBA (Professional Bowlers Association) and LPBT (Ladies Professional Bowlers Tour). To complement this involvement, Cambridge is an official sponsor of the PBA, LPBT and the BPAA. The BPAA will coordinate the program. PM field sales force is to provide sampling support only.

Cambridge will supply all participating bowling centers (directly through BPAA) with POS materials (banners, posters, counter-cards, table tents, etc.) to enhance awareness of the program. Cambridge will provide the field sales force (samplers) with sample 20's, sampling bags and a sampling kit (ashtrays, lighters, T-shirts, logo-pins) for centers participating in the sampling program.

OBJECTIVES

- o Increase trial and awareness in key markets.
- o Provide high volume, quality sampling opportunities in a smoker-friendly environment.
- o Create promotional and publicity-related opportunities for the Brand.
- o To establish consumer perception of "Big Brand" popularity by increasing Brand visibility and association with large events.

PROGRAM DESCRIPTION

Grassroots:

- o Cambridge will sponsor a grassroots tournament series where league bowlers will have the opportunity to compete for a \$100,000 prize fund. Tournaments will take place in 800 participating BPAA centers around the country (Market list attached). Tournament series will be coordinated and administered by the BPAA and participating centers.

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- o Approximately 250,000 league bowlers will compete at the local level over a three week period. Winners will advance to one of the 40 state championships.
- o The top male and female from each state competition will advance to the Cambridge Pro/Am in Reno, Nevada on December 4th.

Professional:

- o In conjunction with the grassroots program, Cambridge is an official sponsor of the men's (PBA) and women's (LPBT) professional bowling associations (Tour schedule attached). Cambridge is providing the professional tour with electronic scoreboards for use as the official scoring system.
- o Cambridge is also the title sponsor of a new Pro/Am Mixed Doubles tournament to be held December 4, 1989 in Reno, Nevada.

DATES

Grassroots sampling (Sept 25 - Oct 22)

State finals sampling (Nov 4 - 5)

ProAm/Mixed Doubles sampling (Reno, Nevada, Dec 4 - 7)

SAMPLING

Quality sampling will be conducted for 2 hours per event at a rate of 150 samples (20's) per hour. 300 samples will be made available for each visit to a center during the 4 week period, September 25 to October 22. Sampling should be conducted 4 times per participating center. A list of select markets where sampling opportunities exist (approximately 175 centers) will be provided to sections week of 8/28.

Grassroots

Program Description:

- o Sampling to be conducted in designated participating BPAA centers (total of 5 centers per market)
- o Listing of centers and contact person to be forwarded to sections by week of 9/05. Section Management to fax sampler's POS depot address/wholesaler address (for states requiring tax stamping only) to New York office by no later than 9/11
- o 1 sampler needed per center.

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- o Sampler to contact center week of 9/11.
Responsibilities include:

- 1) Schedule four sampling dates and times with participating centers. Sampling should occur during week night league play.

Recommended dates: 9/25 (Kick-off)**

10/4

10/10

Mandatory date: 10/19 (In-house finals)

**Turn over premium items consisting of the following items to the center; 12 ashtrays, 10 T-shirts, 50 logo buttons for distribution and use by center employees during the tournament. Cambridge lighters should be handed out during sampling. Sampler should encourage center employees to wear t-shirts during the Cambridge Bowling promotion.

- 2) Verify all POS materials provided by BPAA are in place. Inform Section management if materials have not been placed/received. Advise bowling centers on key, visible locations for banner. The BPAA will be sending the following kit to all participating bowling centers:

<u>Item</u>	<u>Quantity</u>
Banner	1
Large Posters	3
Small Posters	3
Counter Cards	4
Table Tents	50

- o Sampling kits will be shipped to sampler POS depots (provided by Section by 9/11). Kits will be shipped on a per center basis, i.e., five kits will be sent to a section with five participating centers. At the 40 state championships, quantities of premium items will be doubled (with the exception of T-shirt). Markets and center locations for state sampling will be provided at a later date.

<u>Sampling Materials</u>	<u>Qty Per Center/Rep</u>
Sampling bag	2
Sampling shirts (golf shirts)	2
Premiums	12 ashtrays
	100 lighters (shipped separately)
	10 T-shirts, 50 buttons

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- o Sample 20's will be packed in specially marked 3mm cases (150 packs per case). Samplers will receive the following breakdown of packings to cover 4 sampling nights per center.

<u>Packing</u>	<u>Qty 3mm Code</u>	<u>Total Packs</u>
Cambridge Full Flavor 100's	2	300
Cambridge Lights 100's	4	600
Cambridge Light Menthol 100's	1	150
Cambridge Ultra-Low	1	150
		<u>1,200</u>

Professional:

- o Sampling opportunities on the professional tour exist. Cambridge will coordinate and alert participating sections if sampling is to take place. Dates will be forthcoming.
- o Professional tour schedule attached.

Hospitality:

- o No customer hospitality functions have been scheduled in conjunction with this program.
- o Tickets to the professional events can be obtained upon request by contracting Bettina Pettersen.

A follow-up memo detailing center locations, contacts, and phone numbers will be sent to respective section offices by September 6. Please feel free to contact Ina Broeman or myself at (212) 878-2883 with any questions.

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POS MATERIALS SUMMARY

The following are POS numbers and quantities for the Cambridge bowling program:

<u>ITEM</u>	<u>POS</u>	<u>QUANTITY</u>	<u>PRODUCING & WAREHOUSING</u>	<u>PLACING & RESPONSIBILITY</u>
Local Banners	56343	1,000	PM (Drop)	Bowling Centers
State Banners	56344	75	PM (Drop)	"
Posters (large)	56345	3,000	IMG	"
Posters (small)	56346	3,000	IMG	"
Counter Card	56347	4,000	IMG	"
Table Tent	56348	60,000	IMG	"
Letterhead (press release)	56349	3,000	IMG	N/A
Letterhead (stationary)	56350	25,000	IMG	"
Second sheet	56351	10,000	IMG	"
#10 Envelopes	56352	10,000	IMG	"
Pin Sweeps	56353	1,400	IMG	Bowling Centers
Blow-Up checks	56354	2	IMG	PM
Entry Form Stats	56358	1,000	IMG	Bowling Centers
Folders/Press Kit	56355	1,000	IMG	N/A
Shipping labels	56356	2,000	IMG	N/A
Certificates	56357	250,000	IMG	Bowling Centers
Ashtray	56505	4,000	PM	PM Sales Rep
Lighter	44759	10,000	Existing	PM Sales Rep
	46702	10,000	Existing	PM Sales Rep
T-shirt: M	56499	245	PM	PM Sales Rep
L	56500	735	PM	"
XL	56501	1,470	PM	"
Golf shirt: M	56502	110	PM	N/A
L	56503	220	PM	N/A
XL	56504	360	PM	N/A
Sampling bag	56508	450	PM	N/A
Sampling kit	57132	220	PM	PM Sales Rep
Logoed pins	57127	20,000	IMG/PM	PM Sales Rep
Bag tags	57128	25,000	IMG	Bowling Centers
Trophies	57129	78	IMG	N/A
Bowling bags	57130	125	IMG	N/A
Plaques	57131	35	IMG	N/A

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SAMPLING KIT

Sections will be receiving premium items for sampling assembled in a kit. The kit will consist of the following (to be shipped on a per center basis):

<u>Item</u>	<u>Quantity</u>	<u>POS</u>	<u>P/F</u>
Sampling bags	2	56508	1
Sampling shirts (golf shirts):			72
X-large	1	56504	
large OR medium	1	56503, 56502	
T-shirt			72
X-large	6	56501	
large	3	56500	
medium	1	56499	
Ashtrays	12	56505	72
Logo Pins	50	57127	25
Lighters*	100	44759, 46702	100

*10,000 lighters maximum from POS number 44759

10,000 lighters maximum from POS number 46702

Lighters will be shipped separately (by ground) in cases of 100.

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To date, the following states have responded favorably to the Cambridge bowling program. The five centers per market will be determined within the next two weeks and forwarded to you with address, telephone number and a contact person at each center.

Alaska	Minnesota*
Arkansas	Missouri
Northern California	Montana
Southern California	Nebraska
North Carolina	New Jersey
South Carolina	New Mexico
Colorado	New York
Connecticut	Ohio
Florida	Oklahoma
Georgia	Oregon
Idaho	Pennsylvania
Illinois	Texas
Kansas	Utah*
Kentucky	Virginia
Louisiana	Wyoming
Maryland	

* Sampling prohibited

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PROFESSIONAL TOUR SCHEDULE

<u>DATE</u>	<u>MARKET</u>	<u>TOUR</u>
Sept 9 - 13	Claymont, DE	(LPBT)*
Sept 16 - 20	Virginia Beach, VA	(LPBT)
Sept 23 - 27	Baltimore, MD	(LPBT)
Sept 30 - Oct 4	Hammond, IN	(LPBT)
Oct 7 - 11	Rockford, IL	(LPBT)
Oct 14 - 18	DeSoto, TX	(LPBT)
Oct 21 - 25	Houston, TX	(LPBT)
Oct 24 - 28	Rochester, NY	(PBA)*
Oct 28 - Nov 1	Tempe, AZ	(LPBT)
Nov 5 - 11	Las Vegas, NV	(LPBT)
Nov 6 - 11	St. Louis, MI	(PBA)
Nov 7 - 11	Richmond Hts., MO	(PBA)
Nov 11 - 18	Glendale Hts., IL	(PBA)
Nov 13 - 18	Chicago, IL	(PBA)

- * LPBT (Ladies Professional Bowling Tour)
PBA (Professional Bowling Association)

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